Headquarters U.S. Air Force

Integrity - Service - Excellence

Market Research Synopsis

U.S. AIR FORCE

25 Feb 2011

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Market Research – RFI #1

- **Request for Information (RFI #0001) issued 4-Apr-10**
  - ✓ **17 questions covering:**
    - Scope
    - Period of Performance (PoP)
    - Full Trade-Off (FTO) vs Performance Price Trade-Off (PPT) Source Selection Process
    - Evaluation Criteria
    - Task Order (TO) Project Value
    - Small Business (SB) Subcategories and Goals
    - Participation as Prime or Team
    - World-Wide Capability and Experience
    - NAICS Code 562910

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RFI #1 – Key Points

- **40 Firms Responded**
  - ✓ **29 Small Businesses**
  - ✓ **11 Large Businesses**
- **Range: Min/Max Workload**
  - ✓ **Small Businesses: $3M to $180M**
  - ✓ **Large Businesses: $25M to $400M**
- **Experience / Capability**
  - ✓ **12 small and all large with OCONUS experience**
  - ✓ **All but 2 small stated ability to perform world-wide**

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RFI #1 – Key Points

- **Acquisition Strategy**
  - ✓ **Majority supported FTO over PPT**
  - ✓ **Capabilities and Past Performance overarching theme**
  - ✓ **Received extensive inputs concerning evaluation criteria and RFP**
    - Recommend Draft RFP
    - Recommend 45 day proposal period
- **Propose as a Prime. Consider Teaming**
  - ✓ **Small: All but 1 will consider proposing as a prime**
  - ✓ **Large: All plan to propose as a prime**
  - ✓ **Most will consider teaming partners**

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Market Research – RFI #2

- **Request for Information (RFI #0002) issued 1-Feb-11**
  - ✓ **10 questions covering:**
    - Selection Criteria
    - Labor Categories and Qualifications
    - Estimated Proposal Participation
    - Maximum Task Order Value $5M
    - Upper Limit Project Size
    - Methods to Demonstrate Performance
    - Feedback for “On-Ramps” and “Off-Ramps”

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RFI #2 – Key Points

- **32 Firms Responded**
  - ✓ **21 Small Businesses**
  - ✓ **11 Large Businesses**
- **Selection Criteria**
  - ✓ **Past Performance**
  - ✓ **Key Personnel**
- **Labor Categories and Qualifications**
  - ✓ **Diverse responses**

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RFI #2 – Key Points

- **Estimated Proposal Participation Percentage**
  - ✓ **Small Businesses: 20% to 100%**
  - ✓ **Large Businesses: 25% to 80%**
- **Value of Task Order Change $25M → $5M**
  - ✓ **In general, no change in volume of bids**
- **Upper Limit Project Size**
  - ✓ **Small Businesses: $3.5M to No limit**
  - ✓ **Large Businesses: $25M to No limit**

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RFI #2 – Key Points

- **Past Highest Dollar Project**
  - ✓ **Small Businesses:$1.5M to $75M**
  - ✓ **Large Businesses: $25M to $5B**
- **RFP Page Limitation**
  - ✓ **Answers varied**
- **“On-Ramps” and “Off-Ramps”**
  - ✓ **Small Businesses: 62% against or not sure**
  - ✓ **Large Businesses: Most approved**

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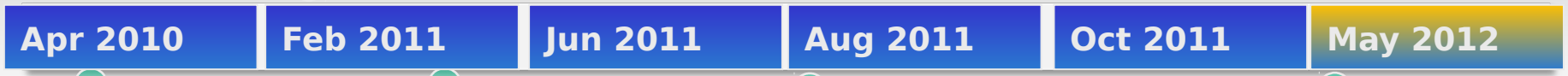
Timeline

DRAFT PWS
1 Apr 2010

DRAFT PWS #2
RFI #2
1 Feb 2011

Draft RFP
Jun 2011

Proposals Due
Oct 2011

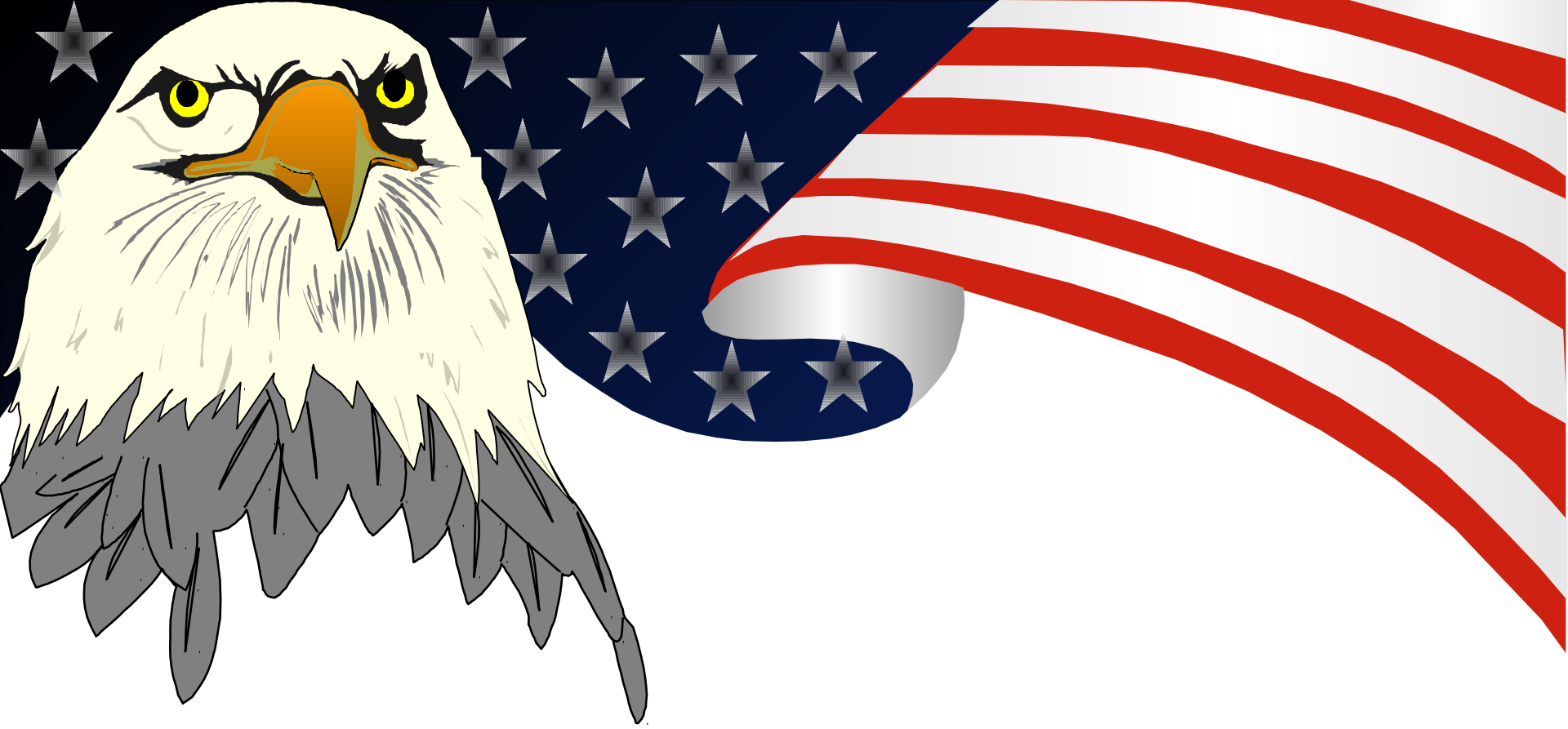


RFI #1 Release
04 Apr 2010

Industry Day
25 Feb 2011

Final RFP
Aug 2011

Awards
May 2012



Please Write Questions On Card To Be Presented At Panel Discussion

(One Question Per Card)